

# Kenya to host 2009 MTV Africa Music Awards

MTV Networks Africa and telecommunications company Zain today revealed that Kenya has been picked to host the 2009 MTV Africa Music Awards with Zain (MAMA). The annual celebration of the African continent's contemporary music and youth culture will take place on Saturday 10 October 2009 at the Indoor Arena, Moi International Sports Centre, Nairobi, airing to a potential TV audience of 1 billion viewers around the world.

"The MTV Africa Music Awards with Zain is a global platform that highlights the passion, impact and creativity of Africa's best contemporary artists," commented Alex Okosi, Senior Vice President & Managing Director, MTV Networks Africa. "As a vibrant and influential cultural hub, the city of Nairobi will form a brilliant backdrop to the MAMA Awards and ensure that the second edition of the Awards will be a truly unforgettable experience."

More than 5,000 fans will watch the 2009 MTV Africa Music Awards with Zain live at the Indoor Arena, while millions more will watch the global TV broadcast of the show.

"Nairobi is proud to be hosting this year's MTV Africa Music Awards with Zain," commented The Honourable Najib Balala, MP, Minister of Tourism. "MTV's choice of Nairobi is a huge boost for the city, and we are looking forward to welcoming the continent's biggest stars here in October for this milestone event." Speaking about the Awards, Mwambu Wanendeya, Zain Group Communications Director for Africa said, "The 2009 MTV Africa Music Awards with Zain promises to be the highest profile music event in the history of the East African region. Zain is proud to play our part in bringing this inspirational salute to African music excellence to music fans in Africa and around the world."

The MTV Africa Music Awards with Zain is Africa's most prestigious live music event. Inaugurated in Abuja, Nigeria in November 2008, the first MAMA broadcast to music fans around the world via MTV's global TV network and featured electrifying performances by artists including Kelly Rowland, Flo Rida, The Game, Jua Cali, P Square, 9ice, D'Banj, Asa, Cassette and Jozi. Among the artists taking home the distinctive 'golden microphone' trophy were Wahu (Best Female), D'Banj (Best Male), Jozi (Best Live) and P Square (Best Group).

The MTV Africa Music Awards with Zain will air across Africa on the 17 October 2009 on satellite on DStv (Channel 322) and Daarsat, and on terrestrial channels WBS (Uganda), TBC (Tanzania), TV3 (Ghana), STV (Nigeria), AIT (Nigeria).